

Sample Press Release - General

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News Release

www.ABCarts.org

FOR IMMEDIATE RELEASE

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ABC Arts Presents Fantastic New Production on California Arts Day 2010—Friday, October 1

*Backstage tour and pre-show discussion before show to celebrate 10th year of
annual event encouraging Californians to pARTicipate in arts and creativity*

CALIFORNIA CITY -- This year marks the 10th annual California Arts Day on Friday, October 1, and to celebrate ABC Arts invites ticketholders to come early to *Fantastic New Production* for a backstage tour and meet-and-greet with artists and staff. New viewers are encouraged to bring along family members and friends, and celebrate this year's theme "pARTicipate" by seeing *Fantastic New Production*.

"California Arts Day is the time to get out there and take part in the arts of the Golden State," said Juan Wei Oranother, Director of ABC Arts. "We want our audience members to recognize that they are an essential part of the artistic process, so we're inviting folks to see *Fantastic New Production* and interact with the staff and artists at ABC Arts."

The California Arts Council is the main proponent of California Arts Day. As a state agency, the California Arts Council furthers the arts for children and communities through grants, technical assistance, and communication – all supported by sales and renewals of the Arts License Plate. This year's theme of "pARTicipate" invites Californians to recognize that everyone can partake in the arts – and anyone can further the arts in California through participation. This year also marks the launch of the Million Plates Campaign for the Arts, an

effort supported by Governor Schwarzenegger, First Lady Maria Shriver, and dozens of “Arts Ambassadors”. One million Arts Plates would mean \$40 million for the arts in California.

“Creativity and artistic participation is so important to a healthy, well-balanced life and education,” said Muriel Johnson, Director of the California Arts Council. “We invite everyone to celebrate California Arts Day and National Arts and Humanities Month in 2010 by taking part in whichever way then can, especially through Arts License Plates. If we reach our goal, California would go from the bottom in per capita spending on the arts to near the top.”

California’s nonprofit arts and arts-active organizations represent \$3.56 billion of economic activity and 681,438 arts-related jobs, according to the Creative Vitality Index, a study of the state’s strength in the creative sectors. Studies like *Tough Choices or Tough Times: Report from the New Commission on the Skills of the American Workforce* indicate that creativity, imagination and innovation are essential qualities of the workforce of tomorrow, in addition to being an essential quality-of-life element in healthy communities. Yet 89% of California schools fall short in providing arts education in the four disciplines of music, visual arts, theater and dance. The California Arts Council is dedicated to further arts for children, and at least 50% of the agency’s grant funding goes for arts education programs.

The annual California Arts Day is always on the first Friday of October and recognizes the role that arts (music, theater, visual art, poetry, dance, etc.) and individual creativity play in the state. For more information about California Arts Day this year and in past years, go to www.cac.ca.gov or contact the California Arts Council at 916-322-6555.

Written by John Doe and starring Annie Buddy, *Fantastic New Production* is the sweet story of government officials getting along. “The finale when the senators dance the tango through the halls of the capitol is incredibly moving,” says Wei Oranother. For more information or tickets to *Fantastic New Production*, call XYZ Arts at 916-555-5000.